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TO: Distribution DATE: June 21, 1993

FROM: Carl Cohen

SUBJECT: **Brand Audit Format**

Attached for your review and input is a proposed template for a "brand audit". I believe this framework is the first step toward a standardized format for analyzing and presenting our brands versus competition.

The framework includes the following categories:

1. Product
2. Price
3. Brand Positioning
4. Selling Proposition
5. Advertising
6. Promotions
7. Packaging/Graphics
8. Total Brand Performance
9. Packing Performance
10. Smoker Demographics
11. Consumer Dynamics

Your thoughts toward improvement are welcomed.

Distribution:

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Please review this and start thinking about the Miles mtg. Bob would like your thoughts by 6/30. Thx, CARL

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